

The Times-Herald

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JULIAN BYRD - Manager

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Saturday, December 27, 1924

WHO PAYS IT?

Who pays for advertising? Is it the purchaser of the advertised article? Is it the merchant, the distributor or the manufacturer?

Who pays the bill for advertising? It is not the customer, nor the merchant, nor the distributor, nor the manufacturer.

The unsuccessful competitor pays for the advertising of the successfully marketed commodity. He pays the price for failure to properly present his product. He suffers when he fails to skillfully advertise and market his goods. He loses if he has an inferior piece of merchandise. Careful plans to bring about perfect manufacture and careful plans for the selling campaign result in a genuine economy.

Instead of paying for the advertising of your competitor, consider well your own advertising program. Perhaps it would be a big saving if you asked assistance from men who make advertising a business.—Oregon business.

"There are not half as many cattle in Crook county now as there were two years ago," said George Russell, well-known stockman of central Oregon, who is at the imperial, having brought a carload of hogs to market. There are not many hogs in that section and Mr. Russell predicts that it will be a long time before another carload is sent from there. "It would be better for the growers," continued the visitor, "if they had even fewer cattle, for then a scarcity might help. It costs, according to government experts, \$75 to raise a three-year steer, on grass, for the market. The price for three-year-old is now around \$45 to \$50, so you can see where the grower is getting off, if the government figures are right—and they are presumed to be correct. One reason back of poor prices, perhaps, is that the American people are not eating as much meat as they did a few years ago. I don't myself, if people did more manual labor instead of working at a machine, they would require more meat. Building fences and things like that gave a man an appetite and he could eat a piece of bacon as wide as your hand. Now look at the way breakfast bacon is sliced; comes in boxes and is cut so thin you can see through it, and a couple of pieces apparently satisfy. That is because people do not work hard enough to get hungry. With a falling off in meat consumption and growers begging butchers to buy cattle, what can you expect? And I venture to say that while the average family consume less meat than it did a few years ago, its meat bill today is higher than it was then."—Oregonian.

HEART DISEASE

Tuberculosis has been pushed from its place as arch-executioner. In its place, in most parts of the country, is heart disease, now the chief cause of death in these United States. Fortunately heart disease is often curable. It is preventable. But the effort to cope with it must run the gamut of the seven ages—from childhood when it is to be pre-

vented, through the middle years when it may be arrested and cured, to old age when its disabilities may be alleviated. We are on the threshold of an onslaught upon it which promises rewards as rich and startling as those of which the tuberculosis campaigners dreamed largely twenty years ago.

Last year organic heart disease killed many more people in Oregon than did tuberculosis and more than half again as many as cancer and pneumonia. Moreover it usually kills by inches. A death from heart disease has typically back of it a story of infection in childhood or early adult life of loss of working power in the most productive years, of a decade or more of slowly waning strength, leading to invalidism, dependency and finally to death.

To prevent smallpox, vaccinate. To prevent typhoid, purify the milk and water supply. To prevent heart disease—that is not so simple. One must guard against infections of childhood and youth that may not have their consequences for many years. One must live sensibly. And one should be examined periodically for signs of disorder imperceptible to the layman. As for cure: that rests chiefly on competent diagnosis—plus character. Not what the health officer does for us, but what we do for ourselves, will check this mounting peril.

The commonest causes of heart disease are rheumatism and syphilis.

Many heart diseases are entirely preventable.

Give \$55,000,000



JAS. DUKE



GEO. EASTMAN

James B. Duke, Power and Lumber magnate of North Carolina and George Eastman, Kodak of New York, unbeknown to each other, on the same day announced gifts of their millions to charitable and educational institutions. Duke gave \$40,000,000 and Eastman \$15,000,000. The latter, however, had formerly given \$20,000,000.

Hansen Addition

IDEAL HOME NOW OPEN FOR INSPECTION

Close in, Best location in City, Level, Alfalfa, First water right.
 You select floor plan and home plans. We will build for you.

Small Easy Payments. Cheaper Than Rent

Be independent. See us to own your Home. Best and Cheapest in the City

W. T. Lester Company

Fire Insurance
 Burns

Leading Realty Dealers

Building Loans
 Oregon

FEED THE CHICKS

(From Department of Industrial Journalism Oregon Agricultural College.)

"Chicks must be properly fed from the start if they are to develop into vigorous stock," says H. E. Crosby, extension specialist in poultry husbandry at O. A. C.

"Just before the chick is hatched the yolk of the egg is absorbed into the body of the chick and supplies food for the first 48 hours. The first requirement of the chick after hatching is heat, so give it food that supplies heat and energy as well as the elements needed for bone and muscle."

Newly hatched chicks may be fed with good results during the first week three times daily on a chick food containing three pounds each of cracked corn, cracked wheat, pinhead oatmeal or steel cut oats, and one pound of fine grit. A mash of equal parts of bran shorts and corn meal mixed with eggs, or rolled oats with eggs, is recommended twice daily. Sour milk or buttermilk is fed in addition. Grit and charcoal are provided in hoppers, and the chicks are given green feed once a day.

No grain or mixture of grains supplies all the various elements of feed necessary for normal chick development. Chick grains are supplemented with muscle forming foods derived from an animal source, such as meat scraps, meat meal, fish meal and milk.

"The amount of weight taken on by young chicks when properly fed is remarkable," says Mr. Crosby. "At 12 weeks of age a normal chick will have increased its weight about 25 times. Thus if proper feeding methods are used, there must be a bound-

ful profit in raising young chicks."

We will do your job work.



APPROVED

Wife at 14, mother at 15, widow at 16, illiterate at 18—but a noted physician at 82 is the life record of Mrs. Owen Adair of Warrenton, Ore. Unable to read or write at 18, she became convinced that education was all-important. Studying to become a physician, she gained three medical degrees—two of them abroad. She has also acquired a comfortable fortune.

PICTURE OF THRILLS

Meaning, of Course, George Melford's "Flaming Barriers"

Enough thrills for a full length serial are incorporated in the George Melford Paramount production of "Flaming Barriers" which comes to the Liberty Theatre next Tuesday. Jacqueline Logan, Antonio Moreno and Walter Hiers are featured players and in the portrayal of their respective roles they accomplish death defying feats such as would put fearless circus performers to shame. Miss Logan pilots an aeroplane over a flaming forest and drives a fire truck over a bridge enveloped by flames. Mr. Moreno has his hands full in quenching the fire as it licks its way toward a gasoline supply truck, throwing himself full length upon the flames with a soaked mattress, saving hundreds of lives of excursionists who are trapped by the conflagration. These and other thrills galore distinguish this production.

MRS. SAMUEL HARRIS

State Accredited Teacher
 of
 Piano
 Phone 117M

FARM POINTERS

(From Department of Industrial Journalism Oregon Agricultural College.)

Experiments at the station at Corvallis have shown that hay put into storage in the summer months increases several pounds per bale during the winter and usually reaches its maximum in February or March. It takes up moisture from the moist air and the bales are considerably heavier at mid-winter than they are at mid-summer. The hay generally goes back to nearly its original weight the following summer.

WONG BEN LAUNDRY

Now Electrically Equipped

First class, dependable Work at Reasonable Prices. Everything Nicely washed and ironed.

The Old Standby

MRS. ALFRED C. WELCOME

SOPRANO
 TEACHER OF SINGING

season 1924-25

STATE ACCREDITED TEACHER

High School Credits Given

Residence Studio

Telephone 111J

S. M. JARVIS Livestock Commission

Cattle, Sheep, Wool, Hay
 Burns, Oregon

New Year Greetings

Good is the old year
 Come is the new;
 Happiness and health
 Our wish to you.



Home Drug Co.



SIDNEY OLCOTT
 PRODUCTION

GLORIA SWANSON
 IN
 The HUMMING BIRD
 PRESENTED BY ADOLPH ZUKOR AND JESSE LASKY

HARNEY CO. CREAMERY

ask for

ALPINE BUTTER

and

ICE CREAM

A Harney County Product

Keep the dollars at home and get the best

All Leading Grocers
 Sell Alpine Butter